

Amendments to the Specification:

Please replace the paragraph at page 4, lines 5-23, with the following rewritten paragraph:

With reference to Fig. 3, [[An]]an article of manufacture, such as an item of clothing having a transfer 1 applied thereto, a mouse pad, coaster, or other item having a flocked surface is easily produced using the transfer 1. The article of manufacture 11 is produced by positioning a hot melt or thermosetting permanent adhesive sheet 13 between a substrate 15 and the flocked release sheet. The sheet is, for example, a sheet of thermosetting polyester, available from Bostik, Inc. The sheet can also be made from a thermosetting polyurethane. Any other thermosetting film should also work well. The substrate can be an item of clothing, a rubber pad (for producing a mouse pad or coaster), etc. The sheet can be precut to correspond to the shape of the transfer 1. The transfer 1 is then positioned on the sheet with the flock 5 against the sheet 13. Heat is applied to the transfer through the release sheet to activate the permanent adhesive sheet. The sheet then acts to both bind the flock [[5]]7 together and to adhere the flock [[5]]7 to the substrate 15. Preferably, to assemble the article, the flocked release sheet, the permanent adhesive sheet (which is preferably the thermosetting film), and the substrate are brought together and passed through a heat-laminating press where the three parts are subject to temperature of about 300°F (about 150°C) and pressure (about 40-50 psi) for about 30 seconds. It has been found that a medium-to-firm pressure has been most advantageous in providing for assembly of this type of plush flocked transfer. The pressure and heat will cause the permanent adhesive sheet to adhere to the flock and the substrate. Additionally, the thermosetting film will cross-link or cure, to give a strong attachment of the flock to the substrate.